

see

weißensee

weissensee academy of art berlin

VISUAL COMMUNICATION

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and contract teachers

The course Visual Communication is divided into a four-year Bachelors and a one-year Masters course. Students spend the first year of the Bachelor's course learning the basics of art and design in an interdisciplinary course together with students from other courses at the School. The Bachelor's course builds upon that foundation and prepares students for a career in a dynamic and constantly changing field of work. It does not aim to produce specialists, but rather to impart a wide-ranging understanding of our visual culture and the value placed on it in society. The course aims to help students to develop their own design standpoints. The tools of visual communication can include two-dimensional print media (books, posters), digital media (Internet) and spatial media (exhibitions, orientation systems), as well as actions in the public space. Students learn to analyse problems and to conceptualise and implement the results of those analyses in a creative and media-oriented way. In this process, particular importance is given to the creative and theoretical foundations of visual communication. The course is distinguished by the intense interplay of practical design work and theoretical debate on the effects of visual and verbal communication. During this study course, prospective designers learn to approach and solve complex design tasks methodically. This includes not only design skills but also linguistic and social ones. Designers in visual communication need to be able to explain their concepts and work in teams. They require a theoretical and historical background as a reference for their own design work. Students learn about work in the professional world during their work projects which include practical tasks often carried out with

partners from outside the university. Graduates will have received a broad technical foundation which enables them to work in all areas of visual communication and react flexibly to future developments in their profession.

Student advisory service:

Address:

Academy of Art Berlin Weissensee
Student Services
Bühningstr. 20 D-13086 Berlin

Phone: 030-47705-342 (Tu 14-16 We 10-12)

Office hours: Tu 11-13 Th 14-17

e-mail: studienberatung@kh-berlin.de

Consultation of applicants:

October to December and April to June, on Wednesdays at 14h, only after telephonic appointment via the secretariat, Miss Hoppe: phone +49-30-47705-244

Admission prerequisites:

A special artistic talent is required
Minimum age 18 years
General matriculation standard / general certificate of secondary education
Preliminary practical or vocational training
For international applicants: sufficient knowledge of written and spoken German has to be proved (for application: TestDaF 2/ B1/2 is advisable; admission requires DSH-2, C1 or TestDaF 4)

Artistic admission test / aptitude test

The artistic talent will be ascertained by a test procedure. Application for the test is by a corresponding Academy of Art Berlin Weissensee form (obtainable via www.kh-berlin.de) to be sent in with a postage-paid return envelope. The application period is from 1st November to 10th December. In January applicants will receive an invitation and practical hints for the aptitude test in February.

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Tel: +49 30 4 77 05 - 342
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This admission test or exam will consist of:

- Submission of 15 to maximally 20 personally produced artistic works (mainly drawings and other specimens in a portfolio) and a home-work. Admission to the test will be decided upon after examination of these works (preselection).
- A 2 to 3-day exam for proving the required aptitude.
- An interview concerning, as a rule, the evaluation of the artistic achievements shown as well as the technical skills and motivation of the participants.

Handicapped or chronically ill applicants may apply for compensation of their drawback in the test. The test participants will be informed in writing about the results. A successfully passed test is valid for two years.

Preliminary practical training

A preliminary practical training is considered as basic requirement for matriculation. The Academy of Art Berlin Weissensee is not in a position to mediate training placements. The preliminary training is necessary for acquiring knowledge and experience concerning basic working techniques, materials and working processes. Especially suitable to this effect are the printing trade, book and newspaper publishers, graphic studios, publicity agencies as well as studios of electronic media. The minimum duration is 6 to 8 weeks.

Application/admission

An application can be filed only after having passed the artistic admission test, whereupon the suitable applicants will receive the corresponding application form from the KHB. This form has to be sent within the established period, together with the appertaining documents, to the matriculation office of the KHB. The application deadline is preclusive. Allotment of the study places by central assignment (ZVS), numerus clausus, waiting semesters or drawing of lots is not done.

After conclusion of the admission procedure in April of the same year, the applicants receive a written admission award and the registration forms.

Registration/fees

For registration it is necessary to present the health insurance vouchers and to pay the contributions of 290 € (registration fee, social contribution, Students' Association (ASTA), public transport). Tuition fees are not charged.

Commencement of study

Admission of beginners is for the winter semester only, i. e. from October of the current year.

Duration of study

The regular duration of study is of 8 semesters, 240 ECTS-credits (Bachelor) and 2 semesters, 60 ECTS-credits (Master of Arts).

Syllabus

The first two semesters are dedicated to fundamental artistic and scientific studies. Teaching in the shape of exercises, seminars and lectures is largely done in common courses for all specialisms.

Stay abroad

The Academy of Art Berlin Weissensee cultivates direct contacts with a great number of colleges in other countries and promotes student exchange. Interested students in the main course may contact the Akademisches Auslandsamt of the Academy of Art Berlin Weissensee for information about exchange emplacements available within the SOKRATES/ERASMUS Programme or other possibilities for a stay abroad, and hand in their corresponding applications.

Conclusion of study

The study is concluded with a Bachelor examination. Admission to the bachelor thesis procedure is only for students who have completed at least two semesters of main study at the Academy of Art Berlin Weissensee and have concluded this study successfully. After having passed the bachelor examination, the graduate will receive the academic degree of „Bachelor of Arts in Visual Communication“.

Master Program

In the Masters course, students have the opportunity to intensify their knowledge and skills, and to expand their creative potential in the area of social and cultural communication. The course is based on project work, which is not oriented to individual medium, but to selected media deemed suitable to each project's topic and aims.

There is only one admission term (winter) that means next application is valid for winter term, start in October. The applications are open from March, 01 and close on April, 30. Please use exclusively the online application platform, the link can be found on our website.

Change of college

Changing to the Academy of Art Berlin Weissensee is possible only after completion of the fundamental study or of the 2nd semester in the same course of study. It is recommendable first to get into touch with the professors of the desired specialism and to arrange a personal interview. Acceptance and acknowledgement of accomplished studies are assessed and approved by the examination and admission committees. The form covering an application for change of college can be obtained from the Referat für Studienangelegenheiten.

Financial assistance

Basing on the Federal Law for Educational Advancement (BaföG), Students may apply for a financial assistance with the Student Welfare Organisation (Studentenwerk).

Address: Studentenwerk Berlin,
Amt für Ausbildungsförderung
Behrenstrasse 40/41, 10117 Berlin
Phone:+49 (0)30-93939 - 70
www.studentenwerk-berlin.de
www.bildungskredit.de

Accommodation

The Academy of Art Berlin Weissensee does not have any student hostels or flats. The Studentenwerk Berlin, however, disposes of a great number of rooms in Berlin at a cost of between EURO 150,00 and 350,00. International Students as well as handicapped or chronically ill students enjoy a preferential attendance in this respect. The address of the central accommodation agency is

Studentenwerk Berlin,
Abteilung Wohnen InfoPoint
Hardenbergstr. 34
10623 Berlin
Phone:+49 (0)30-93939 - 70
info@studentenwerk-berlin.de

Moreover there exists in Berlin an ample offer of private flat-sharing and subtenancy opportunities which can be found in newspaper ads, on notice boards or by personal contacts.

Information material

Further information about the Academy of Art Berlin Weissensee can be found in the Internet (www.kh-berlin.de).

Information days

Once a year – in July – the Academy of Art Berlin Weissensee hosts its traditional „RUNDGANG-Open Days“ providing prospective students and applicants best opportunities for information and offer you an ideal introduction to this school. And all interested people are also invited to an informative event in November, here will take place a presentation of all departments.